

AMENDMENT OF THE TITLE OF INVENTION:

---WEB-BASED CONSUMER PRODUCT INFORMATION AND MARKETING COMMUNICATION NETWORK WHICH ENABLES BRAND MANAGEMENT TEAM MEMBERS TO DELIVER COMPOSITE BRAND IMAGES TO CONSUMERS AT POINTS OF SALE USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS)--

AMENDMENT OF THE CLAIMS:

Please cancel Claims 399-404 without prejudice or disclaimer, and add new claims 405-417 as follows:

Claim 405 (new): An Web-based consumer product information management and marketing communication network, comprising:

a first Web-based subsystem for brand management team members to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks anywhere on the Internet, wherein each multi-mode virtual kiosk can be programmed to have (i) an advertising display mode for displaying one or more advertising spots in a selected order, (ii) a promotional display mode for displaying one or more promotional spots in a selected order, and/or (iii) a product information display mode for displaying a set of product information assets in a selected arrangement, and whereby the execution of said advertising display mode, said promotional display mode and said consumer product information display mode of an installed multi-mode virtual kiosk, enables the brand management team to deliver a composite brand image to consumers who launch the installed multi-mode virtual kiosk from a location on the Internet;

a second Web-based subsystem for brand management team members to remotely program the advertising display mode of each multi-mode virtual kiosk with one or more advertising spots in a selected order;

a third Web-based subsystem for brand management team members to remotely program the promotional display mode of each multi-mode virtual kiosk with one or more promotional spots in a selected order; and

a fourth Web-based subsystem for brand management team members to remotely program the consumer product information display mode of each multi-mode virtual kiosk with one or more brand-building information assets in a selected arrangement.

Claim 406 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein a fourth Web-based subsystem provides services that enable brand management team members to create and manage a consumer product information (CPI) link structure for each consumer product, on which the remotely-programmed multi-mode virtual kiosk delivers marketing communications.

Claim 407 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein said CPI link structure serves as an informational basis for activities on said online consumer product information management and marketing communication network, including a network of links (URLs) for the advertising spots, promotional spots and consumer product information assets that consumers can view during the operation of the remotely-programmed multi-mode virtual kiosk.

Claim 408 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein each CPI link structure comprises the following items:

- (i) basic information about the product which functions as product brand information search keys: Universal Product Number (UPN); Trademark (TM); and Product Descriptor (PD);

- (ii) Web location or address (URL) of consumer production information assets/content at the brand owner's disposal (e.g., product video, audio, product image, etc. - in multiple languages if applicable); and

- (iii) basic, practical display attributes of the consumer product information assets (i.e., text for clickable links, icons displayed next to the links, sound files associated with the links, types of links, etc.) located at each node in said CPI link structure.

Claim 409 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein, brand management team members can use

combinations of these data links (e.g. UPN/TM/PD/URLs for product brands or UPS/SM/SD/URLs for service brands) to build and manage BINs anywhere using a Web-enabled computer, and wherein management team members can quickly access, shift or change these components when seasonality, pre-purchase/ post-purchase considerations and different target audiences require them to modify the BINs.

Claim 410 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein Universal Product Numbers, Trademarks, and Product Descriptors function brand-related information keys, and these same brand-related information keys are used to index each advertising spot, promotional spot, and other consumer product information asset associated with a created CPI link structure.

Claim 411 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein once CPI link structures are created for a particular product brand, then brand management team members can decide how and where to showcase their brands by building and deploying multi-mode virtual kiosks.

Claim 412 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein brand images and messages can be communicated to consumers through one or more of the three display modes in each multi-mode virtual kiosk, namely: the advertising display mode (e.g., rich media spots intended to create emotional connection with the product brand); promotional display mode (e.g., for displaying time-limited offers in the form of price-based messaging, media-based offers, etc.); and the consumer product information display mode (e.g. a set of categorized links providing a wide range of information about the product, along with search capabilities for the brand's other offerings).

Claim 413 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein when the user clicks on a multi-mode virtual kiosk installed along the fabric of the World Wide Web (WWW), a combination of the three display modes will play automatically for the consumer, in a sequence determined by the brand

management team members, or trading partner, who creates and deploys the multi-mode virtual kiosk to deliver a brand experience to the consumer.

Claim 414 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein the multi-mode virtual kiosk opens with a rich media advertisement spot, followed by a promotional spot, and finally leads the consumer to a set of consumer product information assets, all in a seamless progression.

Claim 415 (new): The Web-based consumer information management and marketing communication network of claim 405, wherein brand management team members use the brand-related information keys (e.g., Universal Product Numbers, Trademarks, Product and Descriptors,) to index rich media advertising spots, promotional spots, and other consumer product information assets associated with created CPI link structures.

Claim 416 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein these brand-related information keys enable consumers to easily search for and access brand information from multi-mode virtual kiosks at diverse consumer touchpoints.

Claim 417 (new): The Web-based consumer product information management and marketing communication network of claim 405, wherein each and every advertising spot, promotional spot and consumer product information assets (i.e. brand marketing communication) is indexed with brand-related information keys such as (i) the UPN, TM and PD of the branded product to which such brand marketing communications relate; and wherein all said brand marketing communications communicated through said Web-based consumer product information management and marketing communication network are indexed using these brand-related information keys.